rf IDEAS

BRAND GUIDELINES 2020
PARTNER LAUNCH KIT

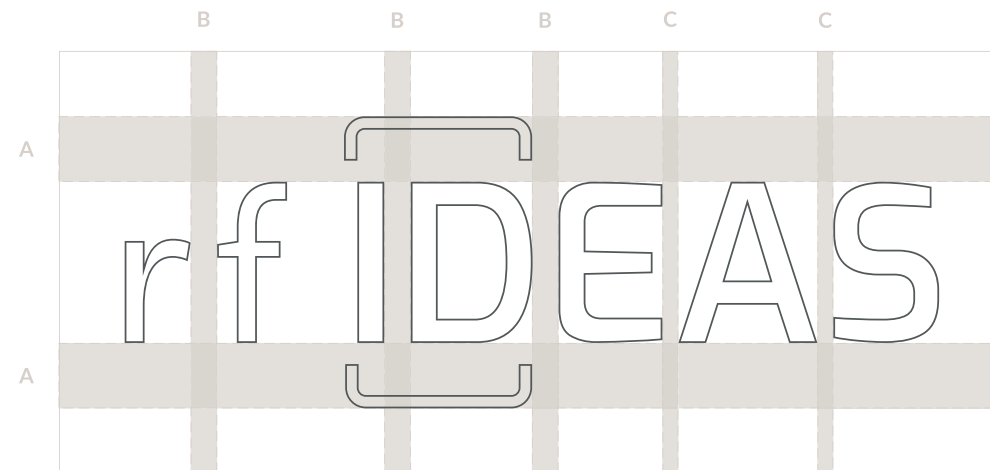REVISED: 2-11-20

Table of Contents

01. Logo

CLEAR SPACE

To give the logo prominence and maximum impact, it should always be presented within a space free of all other text and graphics. The clear space allotted on all sides of the logo should be equal to or greater than the height of the capitalized letters within the logotype.

USAGE & APPLICATION

When printed in color, the logo must appear on either a white or black background (logos A and B). The letters "rf" should be printed in Pantone Cool Gray 6 C or equivalent. The remaining letters and the brackets that make up the "reader" should be printed in Pantone Red 485 C or equivalent. (For more information, see 03. Color Palette.) The logo can also be printed in black and white over a white or light background, or reversed to white over a black or dark background (logos C and D).

LOGO A
Full color, white background

LOGO B
Full color, black background

LOGO C
B&W, light background

LOGO D
B&W, dark background

3

02. Logo Lockup

LOGO LOCKUP

When using the rf IDEAS logo in lockup with a partner logo, align the two logos horizontally and give both logos equal visual weight. Always maintain clear space surrounding and separating the logos, as described in 01. Logo.

Separate the two logos with a thin vertical or diagonal rule, as pictured, using the same color and shade as used for the "rf." Extend the rule to align with the top and bottom of the clear space.

When a partner has its own co-branding and logo lockup rules, please use the partner's rules.

03. Color Palette

USAGE & APPLICATION

Principal colors for setting the theme in rf IDEAS marketing materials are Pantone Red 485 C, Pantone Gray 425 C, Pantone Cool Gray 6 C, and Pantone Warm Gray 1 C. In addition to the Pantone matching system, CMYK, RGB and hex equivalents may be used to suit the intended print or display technology. The red color must always be featured prominently, along with at least one of the grays. All colors may be used in shades of 10, 20, 30 or 40 percent (never higher than 40 percent), as shown at the right side of the color blocks.

PRIMARY

PANTONE RED 485 C

C: 6   R: 237
M: 98   G: 32
Y: 100 B: 36
K: 1

HEX# ED2024

PANTONE GRAY 425 C

C: 66   R: 88
M: 56   G: 89
Y: 33   B: 91
K: 29

HEX# 58595B

SECONDARY

PANTONE COOL GRAY 6 C

C: 36   R: 167
M: 29   G: 169
Y: 28   B: 172
K: 0

HEX# A7A9AC

PANTONE WARM GRAY 1 C

C: 15   R: 222
M: 14   G: 213
Y: 17   B: 204
K: 0

HEX# DED5CC

RF IDEAS PURPLE

C: 84   R: 73
M: 82   G: 74
Y: 15   B: 139
K: 3

HEX# 494A8B

5

04. Product Photography

PRODUCT PHOTOGRAPHY

Products should be shown cleanly, standing alone and apart from the context of any partner device. User interface features should be clearly visible, with status lights illuminated.

USAGE & APPLICATION

Products may be framed over a light gray background with any cables exiting the frame in a straight line, or unframed over a white background with cables fading out, as pictured.

05. Trademarks

TRADEMARK USAGE

rf IDEAS word marks are the words, names, taglines and slogans that enable rf IDEAS to identify its products and services and to distinguish them from others. In both spoken and text presentations, the use of a registered trademark should include an appropriate descriptor. Third parties may use rf IDEAS word marks to reference rf IDEAS products, or to show compatibility, but not in ways that imply ownership of the rf IDEAS marks.

Apply the registered trademark symbol (®) only to the first instance of any given logo or word mark in the body of your document. Subsequent instances of the symbol are not required. Please use our trademarks in conjunction with a descriptor. Please do not use our trademarks as nouns, verbs, plurals or possessives.

In addition to the registered trademarks, rf IDEAS also claims certain unregistered trademarks. As with the registered trademarks, apply the unregistered trademark symbol (™) only to the first instance of the word mark in the body of your document. Subsequent instances of the symbol are not required.

When formatting copy, never allow a line break to occur in the middle of the company name or a trademarked term. For example, rf and IDEAS should always appear on the same line. The rf should always be lowercase, even when it begins a sentence.

REGISTERED TRADEMARKS & DESCRIPTORS

WAVE ID®   The standard for badge-based authentication and identification solutions powered by rf IDEAS readers.

rf IDEAS®   Readers and other technologies offered by rf IDEAS that are referred to generically or don't have their own specified branding.

TRADEMARKS & DESCRIPTORS

Ethernet 241™   Two-port switch for secure print solution

pcSwipe™   Magnetic stripe card reader for identification and enrollment

06. Brand Architecture

CORPORATE BRAND

Software Development Kit

Analyzer

Converters

Configuration Utility

Remote Configuration

PRODUCT PLATFORM BRAND

Readers:

Single Frequency

Dual Frequency

Mobile

Biometric

Presence Detectors:

Sonar

SUPPORTING CHANNEL BRAND

ENGAGE Program

07. Co-Branded Material

CO-BRANDED USAGE

The ENGAGE partner program includes a library of materials that partners can co-brand with their own logo and contact information. Program members can log in to the ENGAGE partner portal and access these materials at partners.rfideas.com.

All co-branded materials must follow the guidelines provided in this Partner Launch kit.

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rf IDEAS — WAVE ID® Plus — DUAL-FREQUENCY CARD READER

The most robust reader yet, the WAVE ID Plus can now read more card types and has four different ID badge (card) configurations.

The powerful WAVE ID Plus badge reader, known for its quality and versatility, now incorporates five new major features in addition to its existing feature set:

- Four ID badge (card) configurations (2 are pre-set and 2 are user definable)
- Additional 125 kHz card types have been added to our list of supported proximity cards: Cotag, Deister, GProx-II ID, ID Teck Alternate (128 bits), Isonas, NEDAP, and Postech.
- Additional 13.56 MHz card types have been added to our list of supported contactless cards: NFC 1 (Topaz), iCLASS Seos, ISO 14443B, FeliCa (NFC 3), CEPAS, Oyster
- Auto-tuning for 13.56 MHz cards
- User-selectable volume control including a beeper on/off setting selection

The Most Robust Reader on the Market

The robust WAVE ID Plus reader combines proximity and contactless technologies into one reader that has the ability to hold four badge configurations, enabling growing organizations to seamlessly integrate different ID badge technologies. These Enroll card readers are designed for customers seeking to leverage their existing card system for applications beyond building access.

Developed to meet and exceed the customer's needs, the WAVE ID Plus is the most powerful, robust reader on the market for identification, authentication, and access applications. Badge-based reader solutions eliminate the need to manually enter user names and passwords, streamlining workflow and eliminating errors for identification.

Backwards Compatibility

Backward compatible, both the keystroking and non-keystroking WAVE ID Plus easily integrates into existing badge systems, eliminating the need to add another badge type or additional readers. Its plug-and-play functionality requires no software for easy integration with common operating systems and applications.

Developer-Friendly SDK

Software Developer Kits (SDKs) allow independent programmers to develop and enable their applications with the ability to read ID badge identification information directly off any of the proximity, contactless or magnetic swipe cards in use today. Platform independent, software developers can easily provide applications that are capable of leveraging the employee ID badge data, resulting in more competitive software applications such as single sign-on, QA tracking, cashless cafeteria, industrial vending or attendance.

Trust begins here.™

08. Resources

For additional resources, training and brand updates, please see the Engage Partner Program.